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Cosmopolitan Glad Gardens, Milwaukee, Wis.

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- Adoration _____
- Atom _____
- Astrid _____
- Betty's Choice _____
- Big Top _____
- Blue Boy _____
- Blue Ice _____
- Blue Lagoon _____
- Bo Peep _____
- Boise Belle _____
- BRIDAL ORCHID _____

Stop



231 WEST WISCONSIN AV.
MILWAUKEE 3, WISCONSIN

This Gladiolus Business



Do you know where I am as I begin to write this catalogue? Well, it's on the train on my way home from the North American Gladiolus Council meeting at Atlantic City. There so many of my friends asked "Where's your catalogue?" that I have decided to hurry the job along.

Once again I would like to take a few moments to talk about the advertising of flowers. The subject received some discussion at the convention, but not the attention which it needs.

No major business in America receives so little advertising and publicity as do flowers. It is really a miracle that the flower business exists at all. Guess, probably, it's the fact that just about everybody loves flowers and the beauty and joy they bring into our lives. If you will reflect for a moment, you will realize that women's gowns, hats, coats, shoes and all items of personal adornment are placed before us constantly to create sales, but not so with our flowers, which can well be the most important touch of beauty to a woman's ensemble. Foods, automobiles, sporting goods, travel, machinery, everything, have tremendous advertising appropriations to build and maintain their sales volume, but no so with flowers.

I mention this because those of you who grow flowers commercially will find it to your advantage to do some advertising of your own in your nearby territory. Some of you may have the opportunity to cooperate with the allied florists association in your city and give them some financial assistance to help carry on this

work. It is getting more and more difficult for the retail florists to dispose of your gladiolus. Nothing will do the job except advertising.

In presenting this catalogue, it is my hope that you will find it interesting, informative and of some assistance to you in making a good choice in investing your money in gladiolus. Your interest may be a small one, made in an attempt to select a few bulbs for a small garden where you will carefully and painstakingly plant them in the hope that they will yield some pleasure and satisfaction for your efforts and handiwork.

Others may select varieties to round-out their present collection with additional colors and varieties. Larger growers may find an item or two of commercial value which have proved during the past few years that they can be depended upon to yield the high percentage of marketable spikes which their type of growing demands.

I feel confident that every variety I list is a good, dependable cut flower variety, and every good cut flower variety must necessarily be a good exhibition variety, but not vice versa.

1949 was a fine year, BUT

The year just closed was a very outstanding one for the gladiolus world. There were more and better shows than ever, and there were more people growing gladiolus than ever in history. The multitude of fine varieties exhibited at the shows proves that the gladiolus is now riding the crest of flower popularity. The startling

fact about all this is that our favorite flower keeps improving year by year.

We often hear the criticism made that there are too many new introductions each year . . . that they possibly cannot all be good or outstanding. With this I do not agree. We have hundreds, possibly thousands, of gladiolus growers hybridizing and with the wonderful varieties they have to work with, it is only natural that many fine new seedlings are produced. However, I do agree that it takes many requirements to make a new variety "good". It must have improved color, it must have keeping qualities and the ability to open well when cut in bud . . . these requisites in addition to the former qualities of placement, number open, health, vigor, etc. When you put together all the requisites a variety of gladiolus now needs, not many can measure up to all this after years of trial.

Getting back to what I started to say . . . 1949 was a fine year, but it was also a most trying one. Here in the midwest after a rather dry planting season in early May, we received a stretch of hot, rainy weather which germinated an abundance of weed seeds which had accumulated during four succeeding dry years. It seemed that we were just able to get the glad fields nicely weeded and cultivated, when a good, warm rain would come and germinate a bounteous new crop of weeds. This program repeated itself throughout most of the summer, until really dry weather set in around mid-August and continued until the digging season was over.

*ME .. with Grand
Champion Spike of
Bridal Orchid.....
Wisconsin 1949
Seedling and Recent
Introduction Show*



Variety Comments

Among the varieties which I grew and sat at the shows this past summer, several were outstanding. Good new reds are becoming more abundant, and they are marked by finer coloring and good growing habits. Included are Red Wing, Mountain Gem, Mighty Monarch and my old favorite Birch Red. These four varieties are all different and you can find room for all in your garden.

Mountain Gem is a medium red with a bright sheen and an attractive light edging. It grows tall and is very fine, Mighty Monarch is darker, and excellent. Red Wing produces fine, tall spikes with many open florets. I rate it as a top-notch performer in every respect, one of our very best varieties. Earliest of the good reds is Red Cherry. It produces beautiful tall spikes with many large open florets and is a valuable variety for cut flower growing.

Good new yellows keep coming right along. To the 1949 introductions of Cynthia, Sundance and Robert Allen, keen competition is added by Krueger's Keepsake and the Melk's first introduction . . . Golden Crown. The latter is one of the best colored yellows on the market, a deep, rich yellow of perfect self color. Mellow Moon is really a deep yellow, with some slightly deeper tones, It is a tall, very fine, reliable grower and promises very well for a dependable commercial.

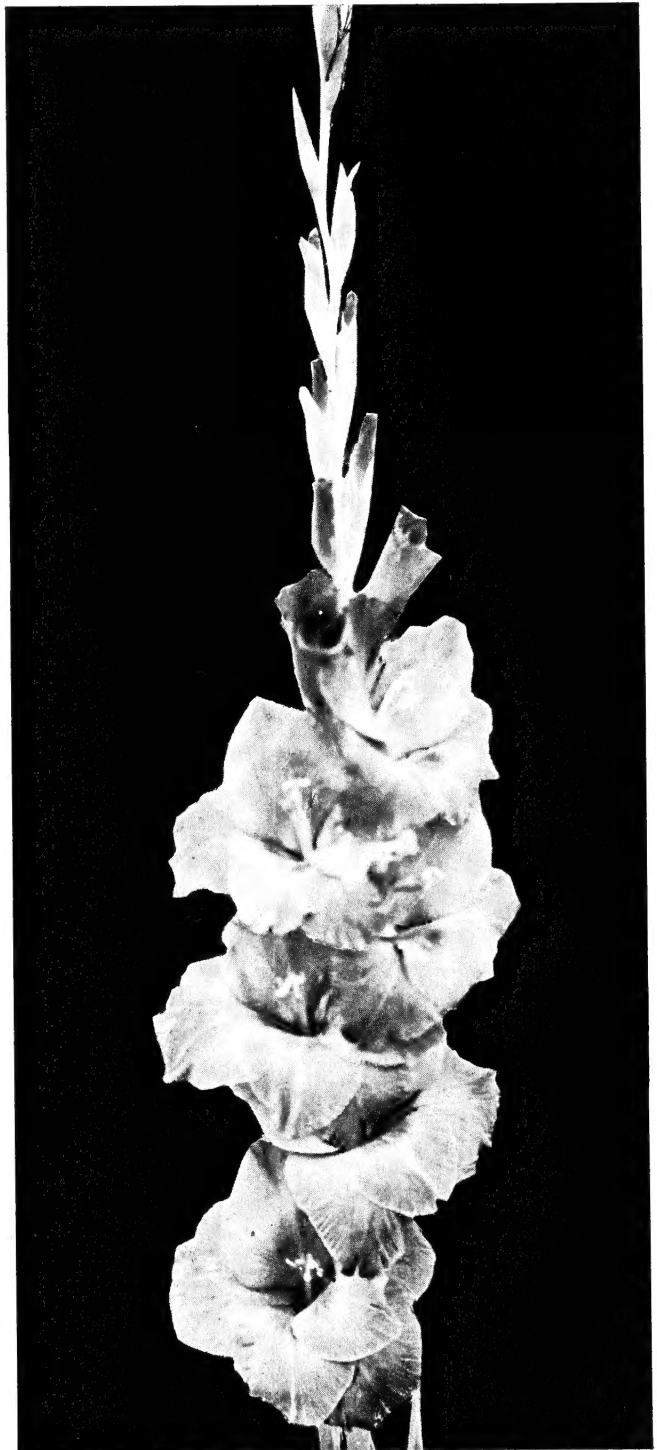
Friendship is a beautiful, early pink which I rate highly. It's not large, but is the kind of flower the florists can use and will like. Krueger's Cooney Miss is also a very fine new pink. It is sturdy and has keeping qualities and is a fine cut flower.

New whites include Florence Nightingale and Newport White. Both varieties bloomed profusely for me from bulblets. Florence Nightingale promises to be a good, substantial, commercial variety. White Goddess did very well just about everywhere this past summer. It grows tall, with large, ruffled florets and it has sturdy, well-attached florets. It is much in demand as it should be, and especially for southern growing.

Lady Marion is a fine two-toned lavender which can be very spectacular when well-grown. A good exhibition flower and I think will also prove a good commercial. Morning Star, a Picardy Sport, can also be the best of them. Large, fresh, crisp-looking nearly white florets. October

Sunshine with its fine autumn coloring, with yellow predominating, is a good commercial. Stock is always oversold. I think that Preview is headed for the commercial market. A choice white with attractive rose-pink edging. Venida has what it takes for exhibition and cut flower growing.

These were some of the outstanding newer varieties as I grew them this past summer and I feel confident in recommending every one of them to you.



RED CHERRY

Testimonials? I have Hundreds of them!

Here's one I like especially well.

"It is with pleasure that I report the grand success we enjoyed this season with your introductions, especially Spic and Span. Its grand growing habits, its tall, erect spikes that are always straight, its ability to open 10 out of 23 buds, its beautiful ruffled, deep salmon-pink florets and its fine propagating qualities, make it a super glad. The florist who purchased our blooms raved about it and when available always used it for his window decorations. It is destined to become the leading pink commercial variety.

"Spic and Span is sensational at the exhibitions and won more prizes for us in one season than any other variety we have ever shown. At the Hawkesburg District Show, where high-quality prevails, it won us first in the 3-spike salmon class, champion spike in the recent introduction section and Grand Champion spike of the show. At the Province of Quebec show at Montreal it also won for us 1st in its 3-spike class and runner-up for champion spike in the Recent Introduction section.

"Hearts Desire also was awarded first in its class in the recent introduction section. It is certainly a leader among the pinks today, and is truly a beautiful, artistic flower. May you continue to introduce such sensational varieties."

Sydney Mode,
Vankleek Hill, Ont. Canada.

Oriental Pearl is a good glad, but it does create some problems in marketing. The extremely large florets make it a little too big for handling on the regular commercial market, and the florets are also a little too brittle for the rough handling they receive. However, it is very valuable for cut flower growers who sell and deliver direct to retail shops, or for sale at roadside stands. Many such growers have written to me that they always sell every Spike of Oriental Pearl they are able to grow and that it has been one of their best money-makers.

Oriental Pearl grows very tall and will open four or five of the largest and nicest florets you have ever seen. It propagates fast and is easy-growing. You will gain a lot of pleasure by growing this fine glad.

Whats New?

MARGARET JEAN.

Some of my friends and customers in Canada upon whom I can rely for dependable appraisal of glads, inform me that *Margaret Jean* is a fine new variety. The color is a good, clean, bright orange. Blooms early mid-season, 5-1/2 inch florets with six to eight open and many showing color. Heavy show winner in Canada and promises well for a good commercial variety.

Large--\$3.00 Medium--\$2.00 Small--\$1.00
Bulblets sold only in combination with bulbs @ 10 for \$2.50.



NINETY GRAND. (not pictured)

I have grown *Ninety Grand* under the most trying conditions of heat and drought and its performance was tops. It is a deep salmon, near to scarlet. It regularly opens 10 florets in very formal placement. Disinterested people have told me that it is one of the very best keeping varieties. Trials in Florida have proved that its health and vigor will carry it through their extremely tough growing conditions. It is better when used commercially in baskets and arrangements than singly on the show table. Much worth-while.

\$3.00 each, any size. Any size Bulb and 10 Bulblets @ \$5.00.

Bridal Orchid

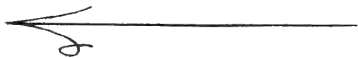


Whats New?

KEEPSAKE. by Krueger

A good new yellow of very fine color. Florets 4-1/2 to 5 inches, six of which open on a 17 bud spike. Medium height but plenty tall enough because of its low growing foliage. Proved very satisfactory to all who had it on trial, including myself.

Large--\$4.00 Medium--\$3.00 Small--\$2.00
Bulblets 50¢ each, 10 for \$4.00



COONEY MISS. by Krueger

This illustration does not do justice to this fine flower. I have seen a basket of *Cooney Miss* at the originator's home and I can truthfully say that it is a very fine glad. Color is medium pink with a trace of darker coloring in throat. Early mid-season, good substance, fine cutting. Florets 5 inches, with five or six open. Not overly tall, but has enough height for commercial cutting.

Large--\$4.00 Medium--\$3.00 Small--\$2.00
Bulblets 50¢ each, 10 for \$4.00



Whats New?

MISS ALBERTA. Torrie-Flad.

Here are two hybridizers you haven't heard from before. I judged this seedling at the Madison, Wis. show in 1948 and was impressed with it at the time, both single spikes and in basket arrangements. It is not "touted" as a giant, nor extra tall, It is a very fine, clean white with a striking lavender throat. Substance excellent. Florets ruffled and fluted, five or six open. Artistic and nice and very promising for a substantial commercial.

Large--\$3.00 Medium--\$2.00. Unit of 1 large, 1 medium, 1 small and 10 bulblets @ \$5.00.

Growers unit: 5 large, 10 medium, 15 bulblets \$40.00.



STERLING

You won't gather much from the photo of this glad, except to prove that it produces nicely shaped spikes and attractive, ruffled florets. It is reputed to be something new in color, a deep lavender with a rose feather in the throat. Ten open with eight buds showing color, heavy texture. Recommended very highly.

Large--\$3.00 Medium--\$2.00 Small--\$1.00
Bulblets sold only with Bulbs @ 10 for \$2.50.



PHIPPS JR.

A medium pink which may develop some harmonious flecking. It blooms very early and promises to be a real money-maker for this reason. Vigorous grower. Bulblets make tall, cuttable spikes.

\$1.25 each - 1 Bulb - 10 Bulblets \$2.00.



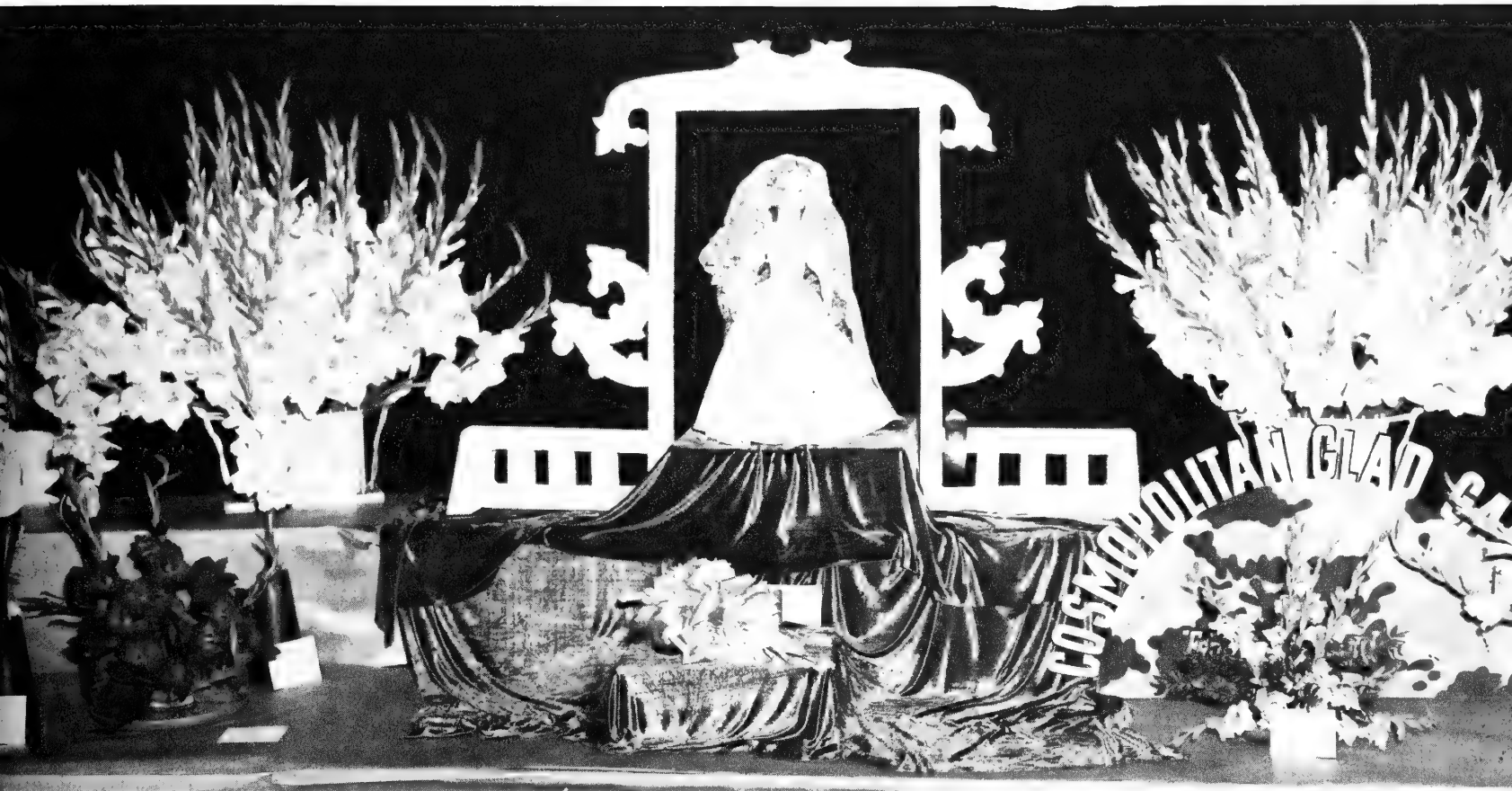
Whats New?

I have not grown Mellow Moon, but have seen it at the Binghamton show, and again when I judged it at the Madison, Wis. 1948 show. Dependable friends in the business have seen it grow and assure me that it is an excellent variety. I call it a deep yellow, with some darker orange tones. Tall growing spikes with many open florets averaging 5 inches across. Looks very promising for both exhibition and commercial growing.

Each, Large \$3.00, Medium \$2.00, Small \$1.50
Bulblets, ten for \$2.40, 100 ~~00~~ \$19.00.



Gladiolus Shows are Fun



This view shows the center section of my commercial display at the Wisconsin State Show. The styrofoam display was to feature Bridal Orchid. Two large baskets are Oriental Pearl. The display was awarded first place. The following two pages show views at the banquet. Work is done, awards are made and everybody sits down to enjoy a good meal.

Views, Banquet - Wisconsin

Serious business
at this table.



Speakers' Table
Everyone here must
be more sedate.



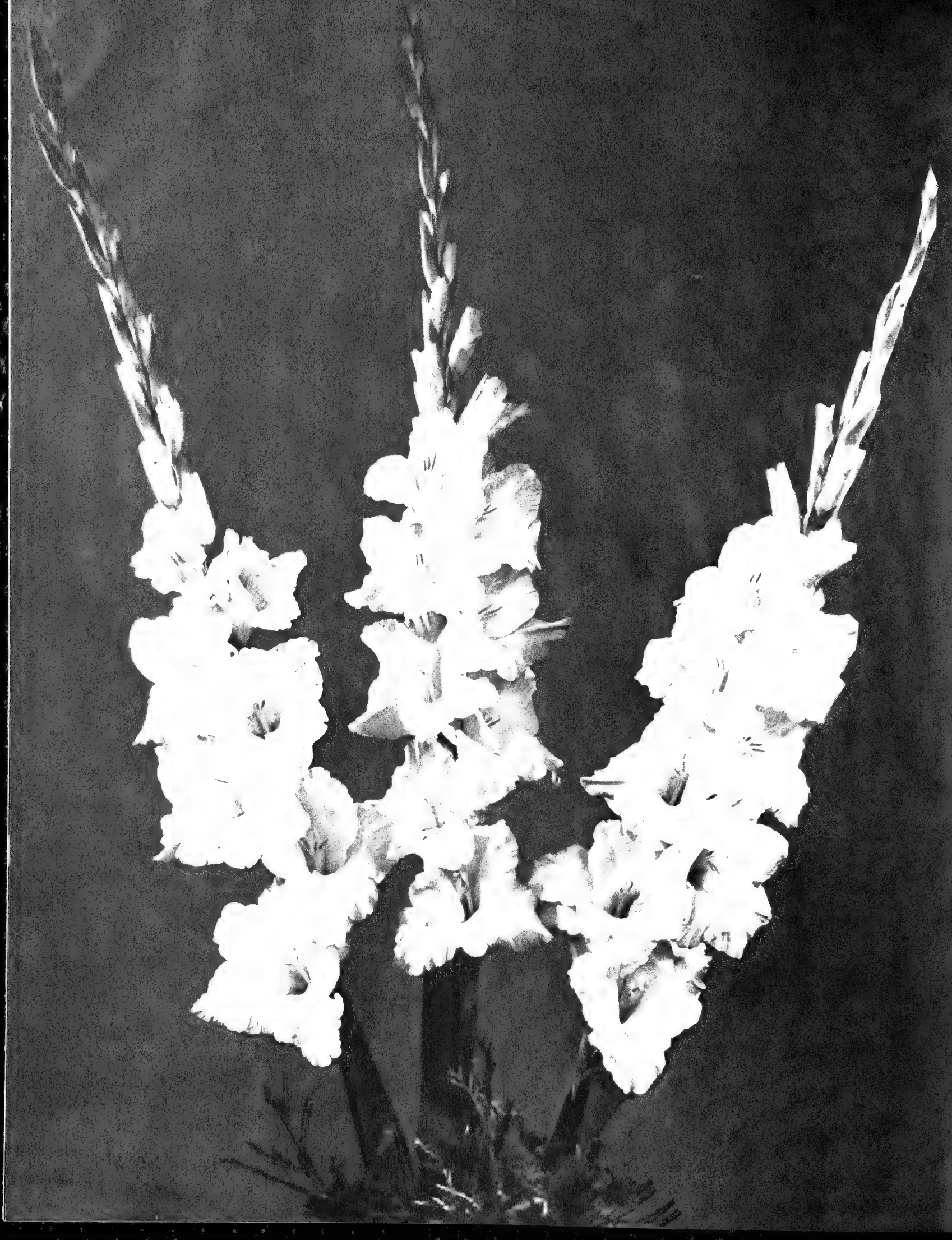
State Show - Beloit 1949



Speakers' Table
You can see that this
gang sat a little
closer to
Ed Lins.



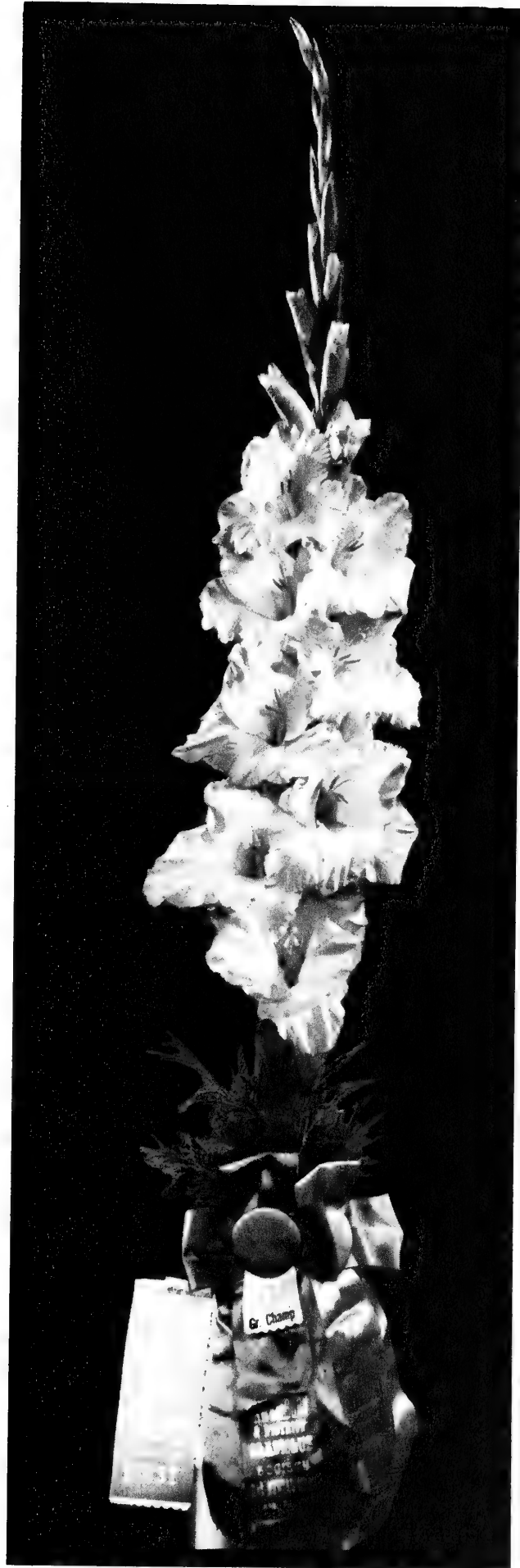
Fun: If you don't want
fun, don't sit near
Ed Lins.



Spic & Span

the
Greatest
Name
in
Glads

In a few short years Spic and Span has reached the top in show winnings. The NEGS Year Book records that it is just one win behind Leading Lady, a variety which has been on the market several years more than Spic and Span and has a much wider distribution.



However, of more importance is the fact that Spic and Span has proved so valuable for commercial growing, especially in the south where it has proven to be very disease-resistant.

Spic & Span

I can refer you to growers in many parts of the country who write to say that Spic and Span always brings them a premium in price over any other variety they grow. Other florists have found it to be so attractive that they purchase the blooms just for use in their windows. Many growers verify my early prediction that as time goes on it will be grown by the millions and will surpass Picardy in popularity and in numbers grown.

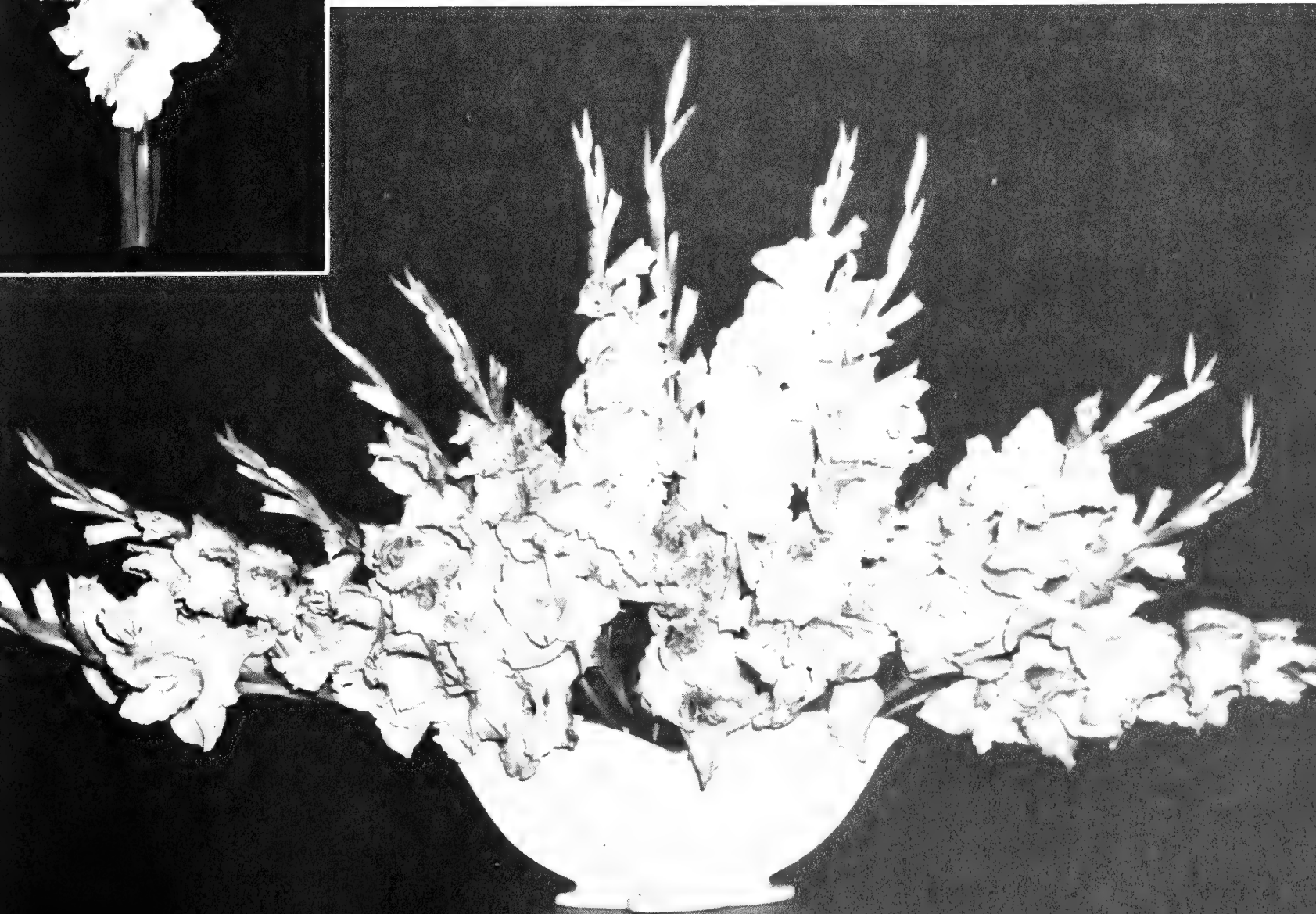
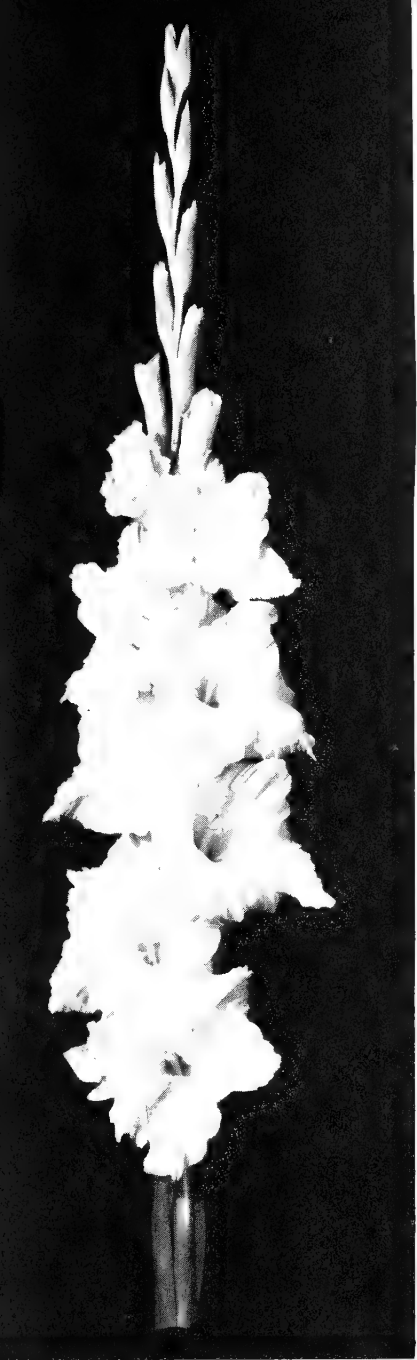


SPIC & SPAN
IN THE FIELD

Hearts Desire

is one of my favorite glads. Its heavy ruffling and beautiful pastel coloring make it an outstanding florist's flower. It is artistic and "classy" and leaves little to be desired in a gladiolus. Hearts Desire is a very free growing variety, one which germinates readily and perfectly. The bulblets grow fast and produce large, beautiful bulbs. The florets have great substance. Reports to me from Florida say: "Hearts Desire is a vigorous grower and its florets are of the heaviest substance of any variety in our trial gardens." Disease tests in Florida are not yet completed, but with these excellent reports it may have a great future for southern growing.

Hearts Desire has one valuable trait not found in many varieties. The florets open wide and they always "look you in the eye". I don't care for any variety which is hooded, faced upward or outward. Heart Desire's show record is picking up as the distribution increases.



Bridal Orchid

ORIENTAL PEARL X ELIZABETH THE QUEEN

Class 562. A sensational new lavender by Carlson. A pastel lavender, easily 6 inches or more. Ten open, six showing color. 22-24 buds. Very tall growing, absolutely no crooking. Opens readily from bud. Blooms from all sizes, including bulblets. Mid-season.

The reports from this first year of show competition will intimate that a new star appears on the horizon. I have so many fine things to say about Bridal Orchid that it is difficult to know where or how to begin. First, let's enumerate some of the points we look for in appraising a variety. The important factors are beauty . . . of color, symmetry, florets, buds and foliage. A little study of the colored reproduction, taken from one of my own kodachromes, will assure you that it has all of these requisites. I am not acquainted with show records of the past, but I doubt whether another seedling has ever won three American Home Achievement awards in one year, 3 out of three shows where it was eligible or entered for this coveted award.

It's actual color is difficult to define. All colors are difficult to record on kodachromes. Bridal Orchid has retained the fine coloring of Elizabeth the Queen quite faithfully, and has added many buds and open florets to the spike and given us one of our easiest-to-grow varieties. It matches Spic and Span in producing absolutely straight spikes, with fine placement. The buds are large, ruffled and colorful . . . the type of buds which will produce open florets when cut in the bud stage. The florets measure 6 inches and over, from the large bulbs, will open 8-10 with a like number showing color and it will produce as high as 24 buds. With attentive culture I am confident that you can improve upon the spikes I grow, as I have given them no fertilizers or special care. Bulblets grow readily and bloom freely. They are firmly attached to the bulb, a valuable trait from the commercial growers' viewpoint. Bulblets are of medium size and fairly abundant.





Bridal Orchid

... CAN BE REMOVED FOR FRAMING

Bridal Orchid

SHOW RECORD

WISCONSIN SEEDLING AND RECENT
INTRODUCTION SHOW

Champion Seedling and Champion of Show.

SPRINGFIELD, ILL.

Award of Merit

B. B. Bunn trophy for best 3 spike seed-
ling (champion 3 spike seedling)

I. G. S. Gold Rosette for Grand Champion
3 spikes of show.

N. E. G. S. Rosette for Best Seedling
American Home Achievement Award

Single Spike: Award of Merit and Single
Spike seedling division champion

WIS. GLADIOLUS SOCIETY SHOW,
Beloit, Aug. 6-7th

Basket, Award of Merit

3 spikes, American Home Achievement.

GARFIELD PARK, Chicago

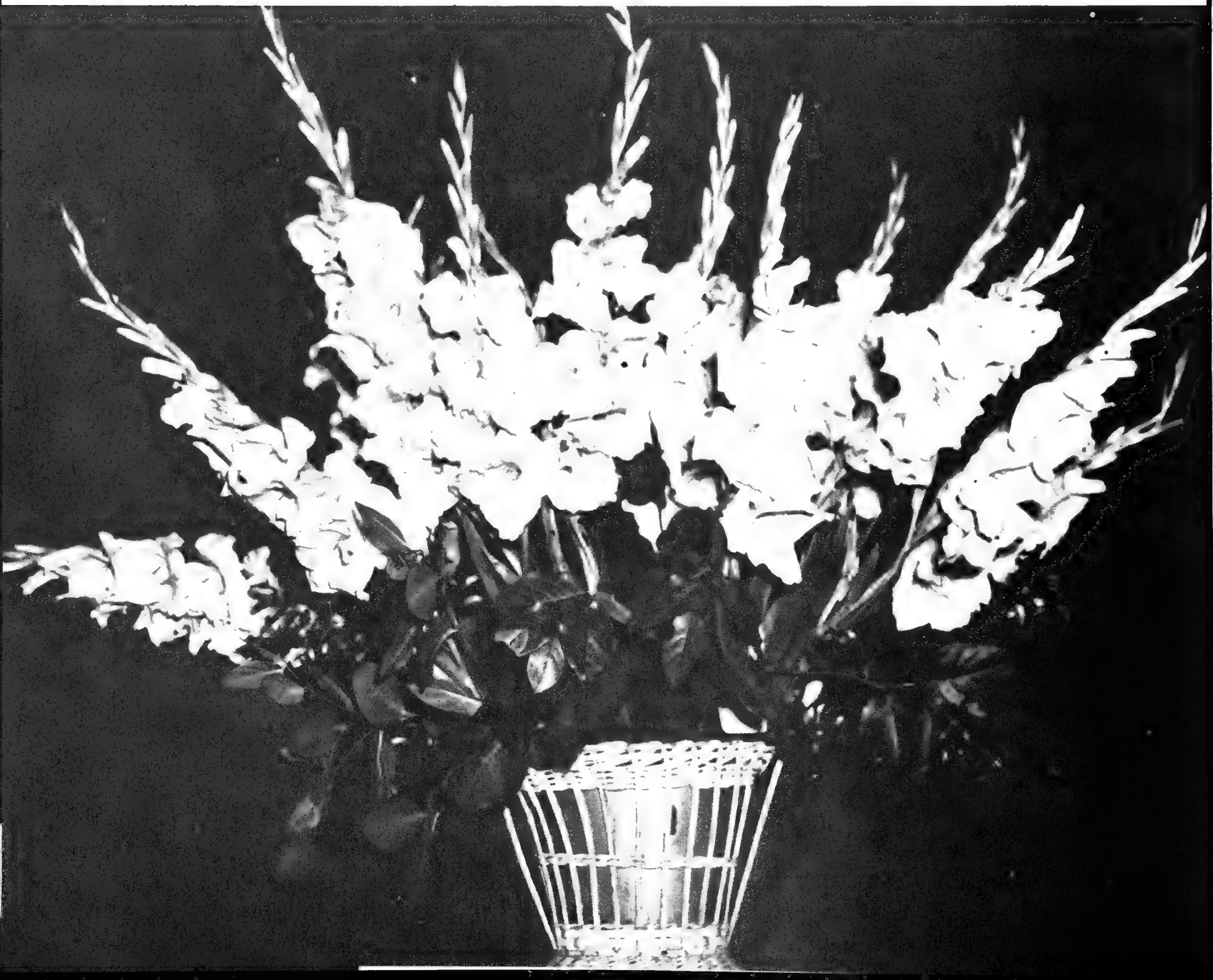
Best seedling (3 spikes)

American Home Achievement

Most Open Florets

1st, five spike division

1st in commercial division



Bridal Orchid

I have watched this variety since its first year of bloom and have grown it this past season. All my efforts are centered in bulb production, not cut flowers or exhibition flowers. It actually startled me, therefore, to get such astounding results without any special effort. I have never before won a grand championship or major show award, so I feel that the show record of Bridal Orchid is phenomenal and indicative of great things to come. I feel that it will be the "greatest of the great."

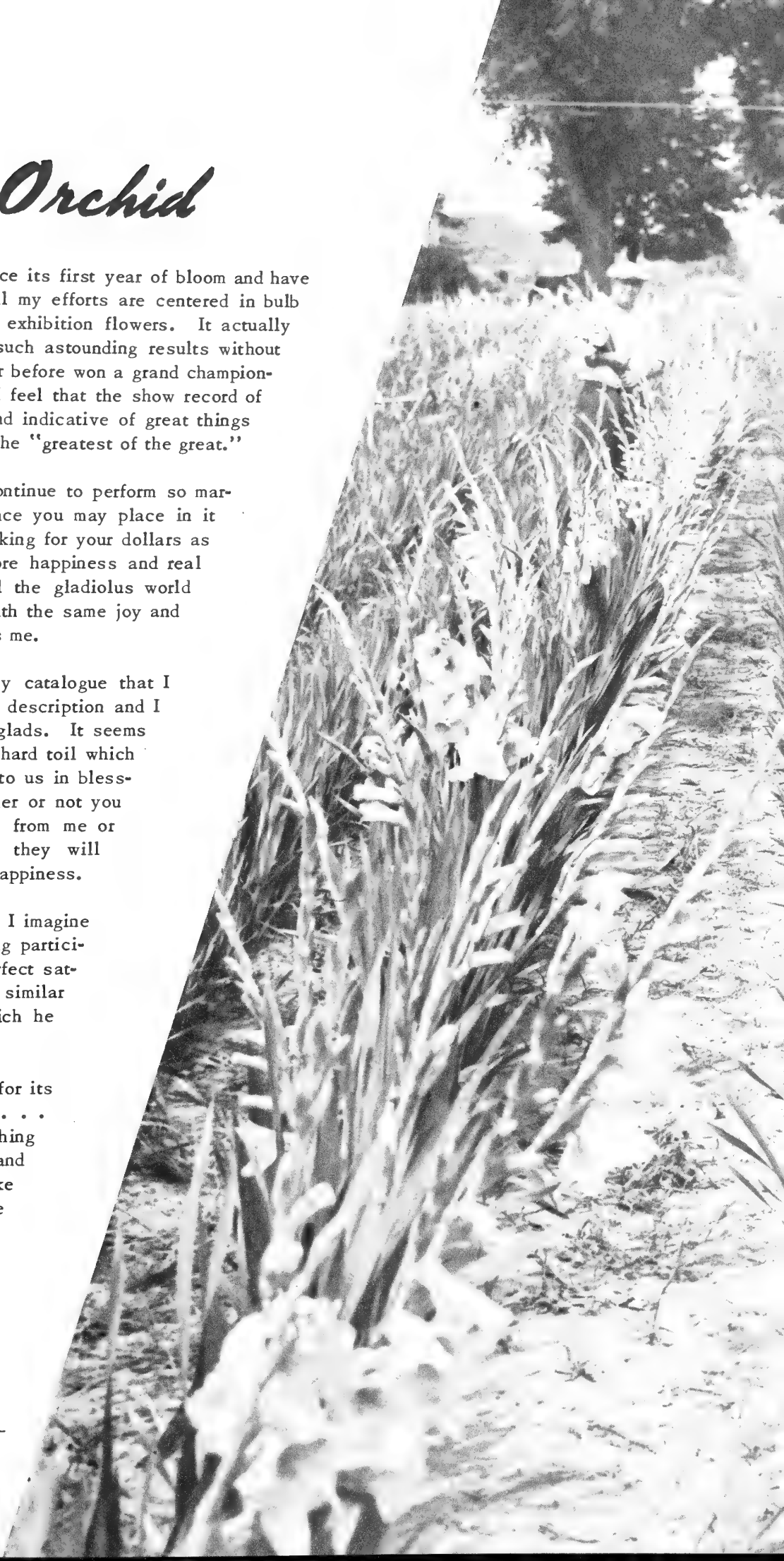
I sincerely hope that it may continue to perform so marvelously and that any confidence you may place in it will be rewarded. I am not looking for your dollars as I don't need them. I find more happiness and real satisfaction in giving you and the gladiolus world something to fill your hearts with the same joy and admiration that this flower gives me.

I have mentioned before in my catalogue that I love flowers of every kind and description and I grow many flowers other than glads. It seems to me that any love, care, and hard toil which we devote to them comes back to us in blessings of many kinds. So whether or not you purchase your gladiolus bulbs from me or someone else my hope is that they will bring to you an abundance of happiness.

I'm not waxing "sentimental." I imagine that anyone who grows anything participates in similar feeling of perfect satisfaction and that he finds a similar degree of beauty in that which he produces.

To me a flower is created not for its utilitarian or practical value . . . but rather to give us something esthetic to feed our hearts and minds and inner-man . . . to make us stronger and give to us the ability to realize that there is more to life than to eat, drink and live for today only. This is why I grow flowers. I can make more money, and easier, in other pursuits.

→
PLANTING STOCK
NOTE HEAVY
BUDDING



Varieties I Like

APRIL

April is an early variety, a good coral pink. Florets are large, but not many open. In spite of this it is an excellent florists' flower and good because it is early.

BIRCH RED

A very substantial medium red with round florets of heavy substance. Medium length flower head but a good commercial. I recommend it.

BLACK CHERRY

A fine, deep black-red, with extremely large florets--will open 8. A sure winner in its class and a good florists' variety.

BLUE BOY

I have grown this only one year, but discovered that it produces the best bulbs of any blue I grow. If it continues to make such fine bulbs it will be the leader in its color if for no other reason.

BLUE ICE

Tall glowing, light blue with cream throat and deep blue feather. Large florets, but lacking substance if weather is not ideal for its growing.

BO PEEP

Ruffled buff pink, small flowering variety. Cream throat. One of the few miniatures I grow and one of best. Blooms freely from bulblets.

BOISE BELLE

Has attracted a lot of attention this year and is in great demand. Deep pink with yellow lip petals and attractive yellow edging of florets. Opens 9 to 12, ruffled blooms. Late mid-season. A winner.

BURMA

Everybody's favorite, deep ruffled rose. Tall growing and very fine both for exhibition and the cut flower trade.

CHUNG KING

Tan with Chinese red stripes, odd colors which will be appreciated by florists who are looking for unusual flowers. Florets large. Worth trying.

CITATION

This new variety is enjoying a good reputation. Rated as one of the tallest varieties. Rich, medium pink. All reports I have on this one are excellent. I have good bulbs grown from bulblets.

CONNIE G

A new style, tall ruffled cream, which created much favorable comment during the first year. Won practically everywhere shown. Opens 8 large, well placed florets. Still high priced, but worth it. Why not invest in it while new?

CYNTHIA

Customers who purchased Cynthia last year write to say that they are well pleased with this early yellow. Good double row placement with 8-10 open.

DAISY MAE

Makes a large spike of deep rosy orange florets which have a cherry blotch in throat. Florets around 6 inches and many open. A good commercial which is dependable and easy to grow.

DAWN GLOW

This variety is gaining in popularity. A fine combination of sunrise colors. Usually short on the bud count, but this is offset by favorable coloring, good substance and a practical florists' spike

DIEPPE

An orange red. A very reliable grower. Opens 6-7 good sized florets on a tall straight spike.

DUSTY MILLER

A mulberry rose with cream lines on florets. Really a smoky toned color which looks like a good variety for florists who like odd tones. Very good.

EVANGELINE

The show sensation. A beautiful pink with slight lavender tone and slightly yellow throat. Grows very tall with ten immense ruffled florets which occasionally come with some irregular placement. Invest in this variety now while it is new for a profitable investment.

FLORENCE NIGHTINGALE

Rated as a top-notch commercial white. Tall, strong-growing, pure white. Florets 5½ inches. Many open. Bulblets germinate easily and bloom freely.

FRIENDSHIP

A fine medium early pink which I like very much. Throat is lighter. A good fancy florists' flower. Very artistic and nice.

GOLD MEDAL

Gold Medal is one of my favorite glads. Giant florets of deep yellow and buff. Usually opens five of 16 buds. Blooms early, so, for show purposes, plant a little late.

GRACE DARLING

A strong, healthy-growing light rose pink with white throat. Will open 8 five-inch florets on tall, straight stem. Looks good to me.

IVY

One of the best performers in my garden under most trying conditions. Large, somewhat ruffled orange-pink florets with lighter throat.

JANET LEE

I like this variety because of its fine color value. Large, rich peach florets with cream throat. Spikes are short but it is a valuable florists' flower.

KLONDIKE

Early golden yellow. Medium sized florets with 8 open. Some ruffling. Heavy substance making it very suitable for the commercial market.

LADY BOO

Here's a good commercial pink which grows more and more popular. Clean shell pink. All tall, straight spikes. A good color, exceptionally good cutter.

LADY MARION

A two-toned rose lavender which opens 8-10 good sized florets. Grows tall and straight. A good exhibition flower and a color combination which will appeal to florists.

LAKE PLACID

Tall ruffled cream. 5" florets, 7 open. Some yellow in throat. Strong, consistent grower.

LAVENDER PRINCE

A very fine medium lavender. Spikes always tall and straight. Makes good bulbs and bulblets. Are easy to grow. Well liked by the florists.

LEADING LADY

Everybody knows about Leading Lady. One of the greatest show winners of all time. Excellent commercial as well as exhibition. Should be in every garden.

MIGHTY MONARCH

A tall growing, deep red which easily blooms from bulblets. Straight, sturdy, good substance. A good red.

MISS CHICAGO

Several of my customers have written to me saying that Miss Chicago performed very well this past summer. Rose lavender with inverted yellow crescent in throat. Florets compact, very large, producing massed color for florists' work. Needs water to gain height. Much worth while. Be sure to try it.

MISS WISCONSIN

Always my favorite medium rose since the day I first saw it as a seedling. Fine show record. Now grown in large quantities by cut glower growers everywhere. You need it, so stock up now. This year's prices are very reasonable.

MORNING STAR

In my estimation the finest of the many Picardy Sports. Giant size florets, very white, fresh and crisp looking. Well worth growing. Throws some Picardy reverts, but bulbs come from well roughed stock.

MOUNTAIN GEM

My choice of the giant reds. There were beautiful marvelous spikes at our Wisconsin show. Will be approved as outstanding when more stock gets around.

NEW PORT WHITE

Fine, pure white and vigorous grower. Bulblets make large number ones for me, largest of any bulblet-grown bulbs. Looks very promising.

OCTOBER SUNSHINE

If you want a good glad, try this one. Excellent in every respect. A rich, golden yellow with orange tones on outer edges. Opens about six beautiful florets on tall, straight spikes. One of the best. Don't miss October Sunshine.

OKLAHOMA

Smoky grey with blue overcast. Popular and well liked.

ORANGE GOLD

A deep, rich orange. Only opens 4 or 5 florets but has excellent color values. Spikes may crook but are artistic for florists' work. Very good.

PACTOLUS

Rich, deep apricot cream with orange red blotch. Tall, with 8 open florets of good placement. A favorite everywhere. Looks very promising for florists' work.

PATRICIAN

A choice self lavender of wonderful coloring. Large florets. Holds great promise to become a leading show and commercial variety.

PAUL ROBESON

Grows tall and opens the most florets of the new dark maroon varieties. Capable of winning at any show.

PHANTOM BEAUTY

Best of the new light pinks. Very formal spikes with ten or more open. Makes compact flower heads, ideal for commercial purposes. Grows easy. Propagates well. A good, all-around variety.

POINCIANA

Another good, substantial red. My eyes "popped" open when I saw the first one bloom in my garden. Large 6" florets, up to 8 open. Ruffled and fluted florets similar to Glamis of which it is a seedling. Makes good bulbs from bulblets. O.K. in every respect. I recommend it.

PREVIEW

Cerise rose, shading to white throat. Tall spikes, 7 open. Early and promises to be an excellent commercial

RED CHERRY

One of the best reds. Commercially valuable because it's early. Florets large, bright red with deeper blotch. Spikes tall and large. An excellent variety in every respect.

REDOWA

Bright scarlet, somewhat darker throat. Five-inch florets, 7-9 open. Attachment good. Bulblets fast growing and usually flower.

RED WING

A radiant new red of great commercial promise. Its 60 inch spikes carry 22-24 buds, ten of which may open at one time. Of grand championship calibre.

RHETT BUTLER

A medium scarlet leaning to orange. Bright and attractive and early. Looks like a substantial coming variety. Has also stood the test for Florida growing.

RIDGELEY

Medium purple. Tall, absolutely straight spikes. A little late. Stock is closely held by a few growers and is being propagated for southern growing. Try it. I'm sure you will like it.

ROSY LIGHT

An early, tall growing medium rose with lighter throat. Ruffled, opens 7-8 five-inch florets. Looks like a promising commercial.

RUTH ANN

Outstanding and different in the lavender class. Large, heavily ruffled florets, deep orchid colored lip with the outer petals shading into lighter lavender-pink tones. Produces long 22-bud flower heads, with 8 open florets. Healthy and a good propagator.

SEASHELL

Truly a marvelous, rich, coral pink. Opens 4-5 very large, ruffled florets. Some spikes a little short, but that won't harm this variety because it rates high in color value and size and beauty.

SILVER WINGS

Since I first saw this variety and pinned a winning seedling award on it at our Wisconsin show in 1945, I rated it better than Leading Lady. A choice, ruffled white Picardy sport, prolific and easy growing. One of the best cut flower varieties.

STRAWBERRY PEACH

Large, ruffled orange pink scarlet blotch. Opens 6-8 florets. Substance heavy. In demand.

SUNBEAM

Rich, bright orange with yellow feather. Spikes tall, straight with many medium sized florets open. Propagates well, grows well. Looks like an A-1 early commercial.

SUNDANCE

Medium, even toned yellow. Florets 5 inches. Opens many. Placement good. Promises well for a dependable yellow.

SUNLITE

A rich, medium orange with golden throat. Tall, vigorous grower and very popular.

SUN SPOT

A most popular show variety which is destined to become a leading commercial. A giant ruffled buff with some rose in throat. Its ability to open many florets on a tall, straight spike makes it a leading show variety.

TIVOLI

One of the very few foreign varieties I list, and one of the best imports. A clear, choice light rose. Straight, tall spikes. Fine color and an excellent commercial prospect.

TRALEE

Tops for cut flowers. An early light lavender rose. Spikes always straight and perfect for cutting. Will be a leading commercial.

TROCADERO

A rich, attractive deep orange. Tall, vigorous, easy to grow.

TWINKLES

Early miniature. Ruffled orange pink florets with yellow throat. Stripped red. Good substance. Very attractive.

VELVET MANTLE

Tall, spiral spikes with many open. Shining maroon florets. One of the best in this class. Early and good.

VENIDA

Strong growing lavender with large cream throat. An attractive combination. Florets are ruffled, spikes straight. A "coming" commercial variety.

WEDGWOOD

A little small, but very artistic and outstanding. Fine for florists' design work. Ruffled lavender florets with cream throat. Bulbets bloom.

WHITE CHALLENGE

A favored, tall-growing white. Florets are tinged a blush pink and have a small rose blotch in throat. Heavy texture. Opens 7-8 on a well-built spike. Rated highly for commercial purposes.

WHITE GODDESS

I rate White Goddess as one of the most promising new varieties. It is a fine white, with ruffled florets of heavy substance. Tall, healthy and in great demand, especially from the south where it performs very well.

WHITE GOLD

A popular early creamy white. Very large florets. Good propagator. Always sells and will always make money for you because of its early season.

Home Garden Specials

*\$1.00 Per Doz. Prepaid
Minimum Order \$ 3.00*

I realize that many who receive my catalogue are not interested in the newer varieties, nor can they afford to pay their present prices. Here you will find some fine bargains within your reach, all are among our most dependable, easiest to grow varieties:

VARIETY

SIZE OF BULBS

Annamae, pure chalk white	Large
Big Top, Giant Pink	Medium
Burma, fine deep rose	Medium
Cover Girl, huge smoky pink	Medium
Dieppe, Ruffled scarlet	Medium
Eliz. the Queen, favorite lavender	Large
Leading Lady, Cream exhibition	Large
Orange Gold, tall pure orange	Large
Oriental Pearl, Giant cream	Medium
Red Charm, reliable dark red	Large
Silver Wings, ruffled creamy white	Large
Spotlight, Yellow red blotch	Large
Van Gold, early pure yellows	Large
White Gold, early huge cream	Large

*All bulbs are of blooming size. Minimum order \$3.00.
Selection of any size dozen lots for \$5.00. Prepaid.*

Quantity Lots

The following varieties can be supplied in quantity lots. Send your requirements for quotations:

In 100 lots, bulblets by the quart

Boise Belle	October Sunshine	Spotlight
Dusty Miller	Phantom Beauty	Sunspot
Dawn Glow	Preview	Tralee
Dieppe	Red Charm	Wedgwood
Florence Nightingale	Rhett Butler	White Goddess
Gold Medal	Ridgeley	White Gold
Hearts Desire	Spic and Span	
Lady Boo		

In 1000 lots, bulblets by the quart

Annamae	Golden Arrow	Silver Wings
Big Top	Jays Joy	Spic and Span
Burma	Lady Luck	Van Gold
Eureka	Lavender Prince	

BULBLETS: Choice, clean bulblets of the following in addition to those listed above:

Abigail	Destiny	King Click	Pink Radiance
Abnaki	Donella	King William	Poet's Dream
Badger Beauty	Eliz. the Queen	Lady Luck	Purple Supreme
Bolero	Eureka	Llona	Red Penny
Capsicum	Fabulous	Madeline Brown	Sparks
Casablanca	Firebrand	Mamie	Sunlite
Cherry Jam	Gen. Doug. McArthur	Mandaleen	Tunisia
Color Marvel	Golden State	Mt. Index	Trocodero
Concord	Gratitude	Myma Fay	Victory Queen
Cracker Jack	Hoosier Lady	Orange Prince	Wilma Dittman
Criterion		Oriental Pearl	
		Pink Paragon	
		Pink Picardy	

Spring 1950 Prices

	BULBS PER EACH			BULBLETS			BULBS PER EACH			BULBLETS			
	LARGE	MEDIUM	SMALL	EA.	10	100	LARGE	MEDIUM	SMALL	EA.	10	100	
Adorable	5.00	4.00	3.00	.50			Mountain Gem	.40	.30	.20	.30	2.00	
Annette	.50	.35	.25		.50		Nancy	.50	.35	.25	.50		
April	.50	.35	.25		.50	1.00	Newport White	1.00	.60	.40	.50	4.00	
Betty's Choice	.15	.10				1.00	October Sunshine	.75	.50	.25	.40	3.00	
Birch Red	1.00	.75	.50		.75		Orange Gold	.15	.10			1.00	
Big Top		4.25				1.00	Orchid Marvel	1.20	.75		1.00		
Black Cherry	3.00	2.00	1.00		2.00		Oriental Pearl	.20	.15	.10	.50	3.00	
Bo Peep	1.50						Pactolus	1.75	1.25	.80	1.75		
Blue Boy	1.00	.60	.40		.50	4.00	Patrician	3.00	2.00	1.00	.35	3.00	
Blue Ice	2.00	1.50			1.00		Parthiena	1.50	1.25	1.00	1.50	10.00	
Boise Belle	2.00	1.50	1.00		2.00	14.00	Paul Robeson	.75	.50	.25	.50	4.00	
Bridal Orchid	5.00	5.00	5.00				Peggy	.75	.50	.25	.75		
Chung King	.50	.35	.25		.25	2.00	Phantom Beauty	.20	.15		1.50	3.00	
Citation	2.00	1.50	1.00		2.00	10.00	Porcelain Blue	.60	.40	.25	.50		
Connie G	4.00	3.00	2.00	.50	4.00		Preview	.75	.50	.25	.50	4.00	
Cynthia	3.00	2.00	1.00	.35	3.00		Queen Charlotte	2.00	1.50	1.00	2.00		
Daisy Mae	.15	.10					Red Cherry	.75	.50	.30	.50	4.00	
Dawn Glow	.25	.20	.15			3.00	Redowa	1.00			.50		
Dieppe	.10	2-15	2-10			1.00	Red Wing	2.50	1.75	1.00	.30	2.50	9.00
Dorothy Armstrong	.50	.35	.25		.50		Rhett Butler	.75	.50	.25	.25	2.00	
Dusty Miller	.15	.10	2-10			1.00	Ridgeley	1.50	1.00	.50	.90	6.00	
Easter Parade	.50	.35	.25				Rosy Light	.35	.25	.15	.50	4.00	
Evangeline	2.50	1.50	1.00	.20	1.50	10.00	Ruth Ann	5.00	4.00	3.00	5.00		
Falcon	5.00	4.00	3.00		5.00		Seashell	1.00	.75	.50	.50		
Florence Nightingale	.75	.50	.25		.75	6.00	Spic and Span	.80	.70	.60	.10	.75	5.00
Friendship	1.00	.75	.50		.50	4.00	Spotlight	.10	.05			1.00	
Gold Medal	1.00	.75	.50		1.00	8.00	Strawberry Peach	.65	.45	.25		6.00	
Gold Standard	.60	.45	.30		.50	4.00	Sunbeam	1.00	.75	.50	.50		
Grace Darling	2.00	1.00	.50		1.00	8.00	Sundance	2.00	1.50	1.00	2.00		
Hearts Desire	1.25	1.00	.75	.15	1.20	9.60	Sun Spot	.75	.50	.30	.60	4.50	
Ivy	1.50	1.00	.75		.50		Sunlite	.35	.25	.15			
Janet Lee	1.25	.75	.50	3-25		5.00	Tivoli	.25	.20	.15	.30	1.50	
Klondike	.75	.50	.35		.50	4.00	Tralee	1.00	.75	.50	1.00		
Lady Boo	.25	.15	.10			2.00	Trocadero	.75	.50		.75		
Lady Marion	1.25	1.00	.50		1.00	8.00	Twinkles	2.00	2.00		.20	1.50	
Lake Placid	.25	.15	.10				Velvet Mantle	1.00	.75	.50	.50	4.00	
Lucky	.25	.20	.15		.50		Venida	1.00	.75	.50	.80	5.00	
Manchu	.25	.20	.10				Wedgwood	.35	.25	.15	.50	4.00	
Mellow Moon	3.00	2.00	1.50	.30	2.40	19.00	White Challenge	1.50	1.00	.50	.20	1.50	10.00
Mighty Monarch	.35	.30	.20		.40	3.00	White Christmas	.50	.35	.25	.25		
Miss Chicago	4.00	3.00	2.00		4.00		White Goddess	1.00	.75	.50	.75	5.00	
Minstrel		.15	.10				White Gold	3/25	6/25				
Morning Star	1.00	.75	.50		1.00		W. H. Hosmer	4.00	3.00	2.00	4.00		

TERMS-CASH. ABOVE ALL
 PRICES ARE PREPAID. ALL ITEMS
 LISTED ARE SUBJECT TO PRIOR SALE.



NANCY ANN PUERNER AND
CHAMPIONSHIP BASKET OF SPIC & SPAN
GARFIELD PARK - CHICAGO 1948



Miss Chicago



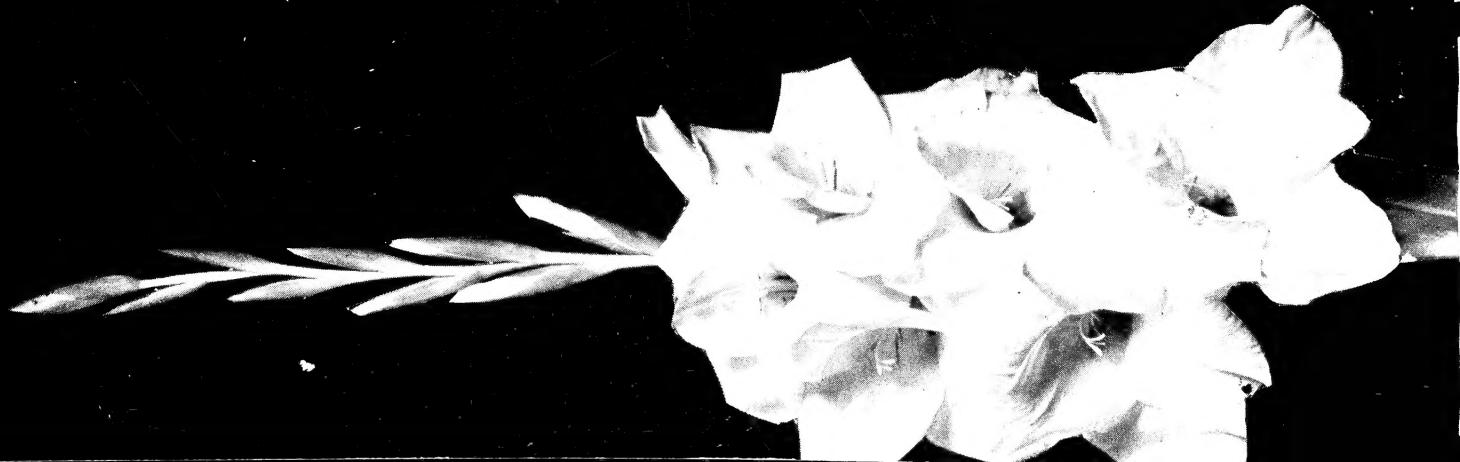
Cynthia



Boise Belle



White Goddess



Oriental Pearl